



**PASCO EDC**  
NORTH TAMPA BAY, FLORIDA®



# SHAPE STRATEGIC PLAN 2022-2025

For over 35 years the Pasco Economic Development Council (Pasco EDC) has been the Official Economic Development Organization for Pasco County. Pasco EDC is dedicated to the growth and prosperity of Pasco County by utilizing innovative strategies to create a sustainable and diversified economy.

Pasco EDC is a private, non-profit organization that promotes county-wide economic development and continues to be a strong partnership funded by corporate and public investors focused on the economic vitality of Pasco County.

Pasco EDC is committed to creating positive growth to make Pasco County a great place to live, work, and play.

**VISION** To be known as Florida's most competitive climate for business growth

**MISSION** To stimulate balanced and diversified business growth

**VALUES**

- INTEGRITY**  
Do the right thing
- INNOVATION**  
Deliver creative solutions
- ACCOUNTABILITY**  
Achieve results

**COLLABORATION**  
Work together

**LEADERSHIP**  
Initiate positive action/change

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# GROWTH

Create and enhance innovative programs which influence the location, expansion, retention and creation of businesses for a diverse economy

## Entrepreneurship

Provide entrepreneurs with access to workspace, funding, guidance, education, and collaboration

## Business Recruitment

Attract domestic and global target industry businesses

## Business Growth and Expansion

Identify growth opportunities for local businesses and assist with services that aid in business retention and expansion

Explore international business opportunities for companies such as export market discovery and trade mission participation

# LOCATION

Lead the collaboration of public and private sectors along with political leaders to ensure we have location solutions available to target industries

## Site Availability

Ensure Pasco County has an adequate number of office and industrial sites for future development

## Building Availability

Advocate for policies and programs that encourage investment in new and existing inventory

## Redevelopment Identification

Identify business opportunities for redevelopment

START  
MOVE  
GROW

Your business here.

# TALENT

Enhance our partnerships to continue the alignment of training, skills, and talent attraction required by target industries

## Workforce Pipeline

Establish a plan for talent attraction to fulfil the employment needs of target industries

Continue to encourage local talent development and hiring

## Training Programs

Increase local business participation in worker training programs

Share data and industry trends with partners to ensure workforce program alignment with business needs

Identify training gaps

## Collaborative Partnerships

Increase partnerships to promote cross-utilization of community resources

# MARKETING

Promote opportunities for growth in Pasco County

## Information Delivery

Market and promote detailed, relevant information, and success stories to businesses seeking to start, move, or grow in Pasco County

## Public Relations

Promote Pasco County and Pasco EDC programs utilizing public relations efforts, face-to-face engagements, and success stories to show the county as a place to live, work, and play

## Lead Generation

Advertise in specific markets to showcase Pasco County as the most attractive and competitive place to do business and generate business recruitment leads

# LEADERSHIP

Lead the collaboration of key constituencies to ensure we facilitate balanced and inclusive growth policies

## Policy Improvement Process

Identify issues impacting growth which can be addressed and resolved on an ongoing basis including transportation, infrastructure, and land use

## Community and Stakeholder Engagement

Utilize Pasco EDC members' talents and expertise to provide local industry solutions through task force participation

Retain and increase participation of business influencers (Board and Investors)

Become recognized in the community as experts in balanced and inclusive economic growth

## Legislative Agenda

Establish an agenda of priorities from the business community and advocate for them with key elected officials and stakeholders